

Message Text

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PAGE 01 STATE 241070

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INFO OCT-01 EA-11 ISO-00 EB-11 SS-20 RSC-01 PER-05 /049 R

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RMD:JAPAN/ANZ DIVISION

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FM SECSTATE WASHDC

TO AMEMBASSY CANBERRA

INFO AMCONSUL SYDNEY

UNCLAS STATE 241070

E.O. 11652: N/A

TAGS: BEXP AS

SUBJECT: FISCAL YEAR 1974 COMMERCIAL OBJECTIVES
AUSTRALIA

REF: CANBERRA 5657; USDOC 18212

THE FOLLOWING RESPONSES ARE KEYED TO NUMBERED
PARAGRAPHS OF REFTEL 5657:

1. COUNTRY COMMERCIAL PROGRAM HAS BEEN MODIFIED
SLIGHTLY TO REFLECT REVISED FISCAL YEAR 1974 TRADE
CENTER (TC) SCHEDULE. PUBLISHED VERSION TO BE MAILED
SHORTLY. OBJECTIVES DISCUSSED BELOW ARE A PART OF
TOTAL FISCAL YEAR 1974 COUNTRY COMMERCIAL PROGRAM:-

2. OBJECTIVE 1 - IN VIEW OF LOCAL INTEREST REPORTED
BY TRADE CENTER, OIM WILL AUTHORIZE TANDEM TEXTILE
SHOW SYDNEY/MELBOURNE, JUNE 1974 PROVIDED TC HAS*
FUN S TO FINANCE SHOWS AND CAN ORGANIZE SHOWS ENTIRELY
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PAGE 02 STATE 241070

ON A LOCAL BASIS. OTHERWISE, WE SUUGEST EXHIBITION BE DEFERRED

TO EARLY FISCAL YEAR 1975. SEPARATE MESSAGE ON EXHIBITION WILL FOLLOW TO TRADE CENTER. OIM CURRENTLY DISCUSSING WITH APPROPRIATE OFFICERS AT BIC SUGGESTIONS FOR AUSTRALIAN VISITS TO THE U.S., SUCH AS ATTENDANCE AT U.S. CONSUMER GOODS SHOWS AND IN-STORE PROMOTIONS. DUE TO LEAD TIME REQUIREMENTS SOME OF THESE ACTIVITIES MIGHT BE MORE APPROPRIATE FOR FISCAL YEAR 1975. SEPARATE MESSAGE WILL FOLLOW CONCERNING IN-STORE PROMOTIONS AS REQUESTED IN SIMPSON LETTERS TO GOOTENBERG OF AUG. 8 AND OCT. 31.

3. OBJECTIVE 2 - MEDICAL EQUIPMENT, USDOC 18212 INDICATED (A) MELBOURNE EXHIBITION SHOULD NOT BE HELD DUE TO LACK OF FUNDS AND (B) SEMINAR PAPERS/ SPEAKERS WOULD BE SOLICITED BY DISTRICT OFFICES WHEN ORGANIZING JEEP FOR SYDNEY. SEPARATE MESSAGE ON SEMINAR FOLLOWS. OTHER MISSION ACTIONS APPROVED.

4. OBJECTIVE 3 - AGRICULTURAL EQUIPMENT. POSSIBLE AUSTRALIAN VISITS TO OMAHA FARM MACHINERY SHOW BEING DISCUSSED IN COMMERCE. SEPARATE MESSAGE WILL FOLLOW. INITIATIVE FOR RECOMMENDING U.S. TRAVELLING SEMINAR ON AGRICULTURE TECHNOLOGY IN AUSTRALIA, AS WITH TRADE MISSIONS RESTS WITH EMBASSY. WITH AT LEAST 8 MONTHS LEAD TIME EMBASSY SHOULD SUGGEST BY SEPARATE MESSAGE THEMES, PROGRAM, AND REQUIRED BUDGET FOR OIM APPROVAL. UPON RECEIPT COMMERCE WILL DISCUSS PROJECT WITH APPROPRIATE ASSOCIATIONS OR FIRMS.

5. OBJECTIVE 4 - POLLUTION CONTROL INSTRUMENTS. SUGGESTIONS APPROVED.

6. OBJECTIVE 5 - MAJOR PROJECTS, OED CONCURS WITH CONCEPT AND WILL COORDINATE WITH MISSION. PLEASE FORWARD LIST OF MAJOR PROJECTS TO OED WITH COPY TO OIM/AUSTRALIA.

7. STATE WILL REPLY BY SEPARATE MESSAGE CONCERNING PERSONNEL MATTERS RAISED IN REFTEL CANBERRA 5657. RUSH

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